

Résumé

The thesis deals with addressing in Czech TV programmes such as talk-shows. There are 54 programmes broadcasted in 2012 and 2013 that were analysed. Firstly, the term “addressing” is defined as well as its functions. Secondly, the thesis is focused on various kinds of addressing (direct and indirect addressing in particular), the relationship to vertical social distance and the frequency of honorifics. According to the analysis of selected TV programmes (the programmes are characterized, the results of the analyses are summarized in tables in the Summarizing protocols), it is described how the incidence of individual types of addressing is related to the type of the programme (talk-shows compared to political debates or conventional interviews etc.).

The selected way of addressing largely defines the nature of communication used in the programme. In certain programmes the way of addressing is strictly formal (OVM), in other programmes the way of addressing is being “negotiated”. The television is an influential media and its communication conventions are transferred to interpersonal communication – especially the growth of informal addressing can be observed regardless of the fact if it is a genuinely informal situation or a communication strategy that is aimed at having a pleasant conversation.

Key words:

Addressing; nominal addressing; pronominal addressing; using a formal and an informal form; media communication; social deixis.